

THIS IS FOR YOUR EYES TO READ

# AUERBACH'S MAMMOTH CLEARING SALE

WITH PRICES WRECKED ALL OVER THE HOUSE  
Continued Today.

Doors open at 9 o'clock.

Forcing Out all Summer Stocks In Our Great Big, Money-Saving, Bargain-Giving Sale.

Keeping it Up. Slashing Prices Right and Left.

If success is measured by the volume of business and the generous praises of those who buy, then this clearance sale is a great, a grand success.

It's a sale which grows greater with every passing day, as the phenomenal values become more generally known by finding their way into the homes of the people.

## VIGOROUS CONTINUANCE OF OUR CLEARANCE OF ALL SUMMER GOODS.

The remarkable values thrown out in this sale have made an impression on Salt Lake that will not be forgotten. Those who have bought have been sending their friends and returning themselves for additional merchandise. The consequence is—a business unprecedented. There'll be no let up in our endeavors to make this the greatest clearing sale Salt Lake ever had.

### The Most Important Clearance Sale of Silks and Dress Goods.

WITH MORE MAGNETIC VALUES THAN MORTAL EVER DREAMED OF. THE PRICE-CUTTER'S KNIFE HAS BEEN USED UNMERCIFULLY. WE MUST GET RID OF THEM, AND WE INTEND TO. NO MATTER WHAT THE LOSS.

30c and 35c quality China Silks, all colors and black. Clearing sale price.....	23¢
65c quality Black Taffeta Silk, 30 inches wide. Clearing sale price.....	37½¢
Fancy Silk, values up to \$1.25. Clearing sale price.....	39¢
\$1.00 quality Colored Taffeta Silk. Clearing sale price.....	59¢
\$1.25 quality Black Taffeta Silk, 27 inches wide. Clearing sale price.....	88¢
<b>ALL DRESS LININGS MARKED AT CLEARANCE PRICES.</b>	
Best quality Cambric Lining, all colors, sale price, a yard.....	4¢
15c quality French Percale, all colors, sale price, a yard.....	10¢
25c quality Mercerized Sateen, all colors, sale price, a yard.....	17¢
20c A YARD FOR ALL-WOOL DRESS GOODS. In plain and fancy Homespuns, Serges, Granites, Tweeds, etc., including new gray and black and white novelties. Regular values 75c and 85c a yard. Clearance sale price, a yard.....	39¢
45c A YARD FOR ALL-WOOL PANAMA CLOTH. 38 to 40-inch fine Panama Cloth in all colors. Regular 75c a yard. Clearance sale price, a yard.....	48¢
30c A YARD FOR FINE CHIFFON SERGE. 44-inch all-wool quality, in all colors and black. Regular values, 90c and \$1.00 a yard. Clearance sale price, a yard.....	59¢
44-inch all-wool quality, in all colors and black. Regular value, \$1.25 and \$1.50 a yard. Clearance sale price, a yard.....	89¢
50c A YARD FOR BEST IMPORTED WOOL VOILE AND CREPE DE PARIS. 42 to 44 inches wide, in all colors and black. Regular value, \$1.25 and \$1.50 a yard. Clearance sale price, a yard.....	89¢
50c A YARD FOR FINE NOVELTY SUITINGS. 48 to 56 inches wide, worth up to \$2.25 a yard. All go at, a yard.....	98¢

### All Laces and Embroideries

GO IN THIS SALE AT BUT A FRACTION OF THE REGULAR PRICE. EVERY STYLE AND QUALITY ARE INCLUDED. NOTHING RESERVED. Dainty Valenciennes Laces in a superb variety of patterns to choose from, divided into four great Bargain Lots.

Up to 5c values, sale price—	Up to 10c values, sale price—	Up to 15c values, sale price—	Up to 20c values, sale price—
2½c	5c	7½c	10c
1,000 yards TORCHON LACE EDGINGS AND INSERTIONS, worth up to 15c a yard at.....			
NAINSOOK SWISS AND HAMBURG EMBROIDERIES, EDGINGS AND INSERTIONS, values worth 15c to 40c a yard, on sale—three special bargain lots, a yard—			
8c, 12½c and 19c			

### Sale of Hosiery.

NO EXCEPTION. NO RESERVE.

EVERY LINE AT GREAT SALE REDUCTIONS, MAKING THIS THE BEST AND BIGGEST SALE, OFFERING THE MOST POWERFUL VALUES SALT LAKE HAS EVER KNOWN.

Ladies' fast black seamless cotton hose, all sizes, has double heels and toes; best 12½c value; our sale price.....	10¢
Ladies' fast black seamless cotton hose, all sizes, all tan or black with natural herringbone foot; come in all sizes; values you cannot duplicate for less than 20c a pair; reduced in this sale.....	12½¢
Ladies' fast black hose in fine, lisle or plain embroidered in fancy colors, all sizes, seamless, with double toes, heels and soles; splendid 30c grades; this sale.....	20¢
Ladies' fast black Hermsdorf imported lace hose, a great variety to choose from in the best 50c grades; this sale price.....	35¢
Children's fine ribbed fast black seamless cotton hose with double knees, heels, toes and soles; come in all sizes; a quality well worth 10c a pair; our sale price.....	10¢
Children's fine fast black silk-ten hose, a dressy, fine stock- ing, excellent for wear; comes in all sizes; a 20c grade; on sale at.....	20¢
Children's fine ribbed 20c grade seamless cotton stockings, in fast black, all sizes; cut for this great clearing sale.....	12½¢
Infants' fine lisle thread or silk-teen hose, in fast black, pink, blue, tan and red; a fine, durable quality; you can't duplicate for less than 20c a pair; our sale price.....	12½¢

### A Clothing and Gents' Furnishing Slaughter.

Such as you have never witnessed before. Every price cut to pieces in this sale. Such chopping and cutting was never before known.

Gents' 20c Hose in this sale for.....	10c
Gents' fine Balbriggan Underwear, all sizes, regular 45c values, go at this sale for, per garment.....	25¢
Gents' very fine Lisle Underwear, all sizes, regular \$1.50 values, go at this sale for, per garment.....	98¢
Boys' fine Balbriggan Underwear, all sizes, regular 25c values, go at this sale for, per garment.....	19¢
Children's Wash Suits, in crash and linen, sizes 3 to 8 years, all our \$1.50 values go at this sale for.....	89¢
Boys' Buster Brown Suits in fine mixed tweeds, chevrons and worsteds, ages 3 to 8 years, all our \$4.50 values go at this sale for.....	\$2.80
Boys' Two-piece Plain and Knickerbocker Pants Suits, Norfolk included, ages 6 to 16 years, all our \$3.50 values go at this sale for.....	\$2.30
Young Men's Very Stylish Square-cut Suits, ages 15 to 20 years, in dark and medium mixed tweeds, chevrons and worsteds, all our \$7.50 values go at this sale for.....	\$4.98

ESTABLISHED 1864

# F. Auerbach & Bro.

ONE PRICE TO ALL NEVER UNDERSOLD

### Handkerchiefs.

The best and biggest sale values ever offered. Colored Bordered Handkerchiefs, 21-30 grade for 10c 5c grade for 10c 7c grade for 10c 10c grade for 10c 15c pure linen for 20c 20c embd. border Hdfs. on sale at 10c

### Corsets.

All styles and qualities at less than manufacturers' standard prices. 40 doz. Girde Corsets, in pink, blue or white, sizes 18 to 24 an excellent fitting, strongly made figure, well boned; regular 8c grade. Sale price 25c 100 doz. C. B. a la Spirite Bias-gored Corsets, in fine batiste or extra quality coutil; various shapes to choose from; styles and shapes to fit any and every figure; best 12.5c grades. The sale price— 75c

### Radical and Absolute Clearance of all Wash Goods and White Goods

WE HAVE SPLIT PRICES INTO SPLINTERS. THE REDUCTIONS WILL STARTLE THE WHOLE TOWN. HERE ARE REDUCTIONS ON THE MOST EXQUISITE SUMMER FABRICS THAT DOUBLE, TREBLE AND QUADRUPE THE BUYING POWER OF YOUR MONEY. Take advantage of the first selections.

1,000 yards Printed Lawns, in white or tan grounds; all neat designs; never seen before below \$1.30; in this Mammoth Sale, per yd.....	34¢
50 pcs. Batiste Lawn, in tinted grounds, printed in stripes and floral combinations; value 16-20c and 20c; in this Mammoth Sale, per yd.....	4½¢
100 pcs. Zephyr Gingham, in checks and stripes; light and dark colorings; plain and fancy; all new; go in this Mammoth Sale, per yd.....	5¢
100 pcs. Jaconet Lawn, in white and tinted grounds; scroll and dotted designs; checked volles in the best street shades and solid colored organdies in evening shades; value 12½c and 15c.....	6½¢
200 pcs. Crystal Lawns in an endless variety of patterns and color combinations; extra fine Wash Organdies, in solid colors, and plain colored Organdies; value 16-20c and 20c; in this Mammoth Sale, per yd.....	8½¢
200 pcs. of the season's best-selling Wash Fabrics, consisting of Silk Mulls in street or evening shades; Paris Batiste Lawns in an almost endless variety of patterns and colorings; the popular black and white effect Dotted Swisses; plain colored Dimities, linen-colored Indian Linon, and Homespun suitings for mountain wear; 20c and up to 20c values; a bargain that will crowd and pack the counter as never before, for this sale they'll go, per yard.....	10½¢
The regular 10c grade White India Linon, black India Linons, Victoria Lawns and Nainsooks, all go in this sale, per yard.....	6½¢
40-inch-wide White Lawn, champagne-colored India Linons, fast black India Linons and white Dimities; 10c and 15c values, all go in this sale, per yard.....	8½¢
The 20c white dotted Swisses, white Leno striped Lawns and black India Linons, all reduced in this sale, per yard.....	11½¢
And here is a startling sacrifice of Wash Fabrics worth up to 30c, including Organdie Cereux in floral and dotted effects, Belfast Dimities in neat designs, embroidered dotted Silk Mulls in all colors, black Satin Striped Lawns, Tissues and Wash Serges; all go in this sale, per yard.....	14¢
Mercerized Taffeta Checks, and you never saw cotton before that looked so much like silk; worth 20c; white Linon Cloth, value 20c, and the best 20c white India Linons; all go, per yard.....	17½¢
Up to 40c Wash Goods Novelties; go in this sale, per yard.....	21¢
The price-cutting goes right through the entire Wash Goods and White Goods stock. The high-class, exclusive novelties go at prices so low as to make them almost gifts.	

### Almost Beyond Belief are the Reductions on all

Trimmed and Untrimmed Hats!

In fact, all Millinery must go! No price too low to sell it! The ruling sale prices will insure most rapid selling.

### Terrific Price Cutting To Clear all

Flannels

Prices cut on all Plain White and Embroidered Flannels, staple and fancy Flannels, to make it an object for you to buy now. It's a grand distribution of under-cost bargains to the thrifty persons who come early.

### CLEARANCE OF ALL

### Ready-to-Wear Apparel In Our Cloak Room.

NEVER WERE PRICES SO RUTHLESSLY CUT. NEVER WAS AN EFFORT MORE DETERMINED. PROFITS ARE FORGOTTEN. COST IS NOT CONSIDERED. THE COMPARISONS BELOW ILLUSTRATE THE TREMENDOUS SAVINGS, AND EVERY CENT IS AN ACTUAL SAVING. THIS CLEARANCE SALE PROMISES TO BE THE MOST SUCCESSFUL IN OUR CAREER.

CLEARING WOMEN'S SUITS AND COATS.	CLEARING SILK AND SATENE PETTICOATS.
\$20.00 Walking Suits, handsomely trimmed, at only.....	\$8.00
\$35.00 Eton Jacket Suits, well made and serviceable, at only.....	\$14.00
\$4.00 Linen Lawn Shirt Waist Suits, cool and summery, at only.....	\$1.75
\$6.75 Black Taffeta Silk Coats, loose back and front, at only.....	\$3.75
\$10.00 Women's Silk Coats, reduced for this sale.....	\$5.55
\$20.00 Silk Coats, ¾-length, special reduction offer.....	\$11.95
<b>CLEARING DRESS AND WALKING SKIRTS.</b>	
\$1.50 Women's Heavy Duck Skirts, reduced to close.....	95¢
\$2.50 Brilliantine Walking Skirts, hang proper and tasty, now.....	\$1.50
\$6.00 Walking Skirts, choice material and make up, now.....	\$3.75
\$10.00 Dress and Walking Skirts, the kind that every lady buys at.....	\$5.95
\$15.00 Dress Skirts, trimmed in the latest fashion, now.....	\$8.50
\$20.00 Novelty Skirts, a high grade article, limited amount only, price.....	\$11.00
<b>CLEARING DRESSING SACQUES AND KIMONAS.</b>	
50c Short Kimonas of good quality dimity lawn, sale price.....	25¢
50c Short Kimonas, light and dark shades, plain border, at.....	15¢
50c Short Kimonas, made extra full, reduced to only.....	73¢
11.5 Long Kimonas, a great variety to choose from, sale price.....	98¢
\$3.00 Long Kimonas, the Fuji Yama Silk, clearance price only.....	\$1.95
\$5.00 Long Kimonas, made of Jap Silk, limited amount only, now.....	\$3.95

FOUR ITEMS CHOSEN TO SHOW HOW WE'VE REDUCED ALL

### Infants' Wear and Muslin Underwear.

Every item in these departments is offered at similar reductions—during this sale. Ladies' extra quality fine muslin or cambric gowns in great variety of styles, including long and short sleeve, high or low neck gowns, all sizes, all styles, extra price.....